

## 2030 Comprehensive Plan Policy Document

In the year 2030, Cobb is recognized as Georgia's most complete community, a place that combines the best of urban, suburban, and rural life to appeal to a broad spectrum of people.

- Evaluate and refine current practices to ensure that new development pays its fair share of improvements necessitated by growth.
- Increase the economic vitality of underserved areas through programs and incentives.
- Amend the 2030 Comprehensive Plan when necessary to incorporate findings and recommendations from approved Livable Centers Initiative and other similar transportation/land use master plans that will improve the county's ability to promote quality-of-life and attract additional employment opportunities.
- Provide sufficient water, wastewater, , stormwater, and transportation capacity to accommodate anticipated growth and support desired growth patterns.
- Evaluate development proposals in currently underserved areas to ensure service is provided in a manner consistent with existing and future infrastructure demands.
- Monitor and assess recreational facility needs/demands and consider improvements/additions where necessary.
- Provide quality recreational programming to meet the needs of existing and future residents.
- Encourage housing construction in locations where necessary public facilities can be economically provided.
- Encourage urban style growth in regional activity centers as a means to protect existing stable suburban and rural areas from development growth pressures.
- Protect and preserve buildings, neighborhoods, or areas of historical, architectural, or cultural significance.
- Preserve stable quality residential neighborhoods.
- Encourage flexible site design to accommodate site specific conditions to encourage innovative land development techniques and uphold an individual's property rights.
- Address compatibility between land uses when making land use decisions.
- Provide transitions in scale and/or land use between high and low intensity land uses.

- Encourage nodal development at appropriate major intersections and discourage land use changes that lead to "strip" development patterns with multiple driveways.
- Ensure that non-residential sites are designed for adequate buffering, parking and open space.

Cobb is proud of being a regional leader and supportive partner in making the Atlanta Region a great place to live, work, and play.

- Consider the existing or planned transportation system when making land use decisions.
- Design and locate recreation and cultural affairs facilities with good access to major roadways and public transit routes.
- Encourage adequate amounts, types, and densities of housing needed to support desired commercial and industrial growth.
- Promote transit oriented developments at existing and planned transit stations.
- Coordinate with municipalities, adjoining counties and regional agencies on water supply, wastewater, and stormwater issues to provide efficient services, and better plan for expansion.
- Provide sufficient opportunities for each land use type to serve the needs of the community, maintain the current tax base, and balance/sustain a desired mix of residential types.
- Encourage reuse, redevelopment, and/or revitalization of brownfield and greyfield (dark store) sites as a means to accommodate new growth in appropriate areas of the county.
- Improve emergency response delivery coordination with municipalities through communication/technology integration, interagency cooperation, and joint training.
- Promote compatible infill development, where necessary.
- Coordinate compatible land use and transportation policies inter-county and intra-county.
- Explore opportunities to improve quality-of-life through land use and transportation analysis in specific areas when necessary.

- Coordinate transportation planning activities with local cities, surrounding counties, and regional/state agencies to address intra-county and inter-county transportation demands.
- Address regional development impacts through information sharing and coordination with other local governments, regional development centers, and state agencies.
- Promote the construction of mixed-use developments in appropriate areas.

Cobb is a business friendly community that supports business development and entrepreneurship. This orientation along with other attributes, has established Cobb as one of the best places to start a new business, expand your existing business, or relocate your company.

- Work with various organizations to market Cobb County's strengths and its quality of life in order to attract new businesses and retain existing businesses.
- Evaluate and refine current economic incentive policy to enhance the county's competitive position.
- Develop programs/funds to provide capital for small business growth and development.
- Evaluate and refine current economic incentive policy to enhance the development of targeted corridors and activity centers.
- Work toward diversifying the county's industrial and commercial base.
- Promote environmentally clean industries.
- Support the growth of target industries to leverage target industries.
- Continue to promote workforce development programs to target the needs of expanding and relocating businesses with the local area technical and post secondary educational institutions.

Residents in Cobb County live comfortably in a safe community that has quality jobs, cultural activities, recreational opportunities, and state of the art educational/health services.

- Develop innovative funding techniques to provide for the upkeep of existing and the development of future recreational facilities and programs.
- Improve the condition of existing recreational facilities to a consistent standard of high quality.
- Maximize the use of public land and facilities for recreation and cultural affairs.
- Develop diverse arts programming to meet the various needs of the community.
- Promote tourism through marketing the numerous arts and recreational opportunities in Cobb, as well as the area's unique cultural history.
- Promote revitalization or redevelopment of declining residential areas through economic incentives, code changes, and/or land use changes.
- Monitor and assess patient needs at Community Health Clinics and consider service improvements/additions were necessary.
- Establish innovative approaches to affordable public health service delivery and wellness promotion.
- Assess and improve regulatory measures to promote and maintain a safe and healthy living environment.
- Continue to improve public health services through coordination with other public, private, and non-profit corporations to serve special client groups such as the disables, homebound, terminally ill, or institutionalized.
- Collaborate with the Cobb County Schools to improve non-vehicular travel in areas surrounding schools.
- Continue coordination with the county, local municipalities, and local area school systems to ensure adequate review of development proposals and annexations.
- Continue information sharing with the Cobb County School System regarding demographic trends to assist with the planning of new schools.
- Establish strong ties with Cobb County secondary institutions to develop internships and programs that can assist students in becoming more involved and informed about public service.

- Monitor and assess library usage, regional service potential and growth patterns and consider improvements/additions where necessary.
- Design and locate library facilities with good access to major roadways and public transit routes.
- Achieve the highest level of efficiency possible in the organization, layout and management of library facilities.
- Improve the condition of existing library facilities to a consistent standard of high quality.
- Improve the condition of library technology and information services to a consistent standard of high quality.
- Develop innovative funding techniques, such as the library foundation, to provide for future library facilities and programs.
- Adapt library facilities to serve special client groups such as the disabled, homebound and institutionalized.

Cobb takes pride in actively preserving its natural resources. We have achieved adequate water supply to support the need of our citizens and businesses. In addition, we have taken steps to ensure water and air quality for the community.

- Provide safe, dependable, environmentally responsible, and economically feasible water and wastewater management services.
- Encourage cluster residential developments as a means to protect sensitive natural resources or threatened species habitat.
- Support education and other programs to conserve and effectively manage water resources.
- Provide for proactive maintenance and improvement of existing water infrastructure.
- Coordinate water and stormwater related infrastructure improvements with improvements to transportation infrastructure.
- Consider beneficial water reuse as an option to discharge, where appropriate.
- Evaluate development proposals at difficult to serve locations with respect to water or sewer availability and establish equitable costs associated with service delivery where public service is provided.

- Periodically assess land use policies with respect to water and sewer capacity information to ensure an adequate/desirable mix of land uses in the future.
- Make provisions for sewer lines in developments that either have sewer available or will be serviced by sewer.
- Plan for wastewater management capacities which can support future projected populations.
- Consider environmental issues when expanding or improving water supply/treatment facilities.

Out of respect for its natural resources, Cobb promotes and preserves parks, trails, greenspace, tree canopy, and sensitive habitat. Due to the county's unique history, we continue to educate the public on the importance of historic preservation, as well as protecting, documenting, and maintaining historic features.

- Develop a strategy for preserving the beauty and integrity of natural features such as trees, slopes, streams, and lakes.
- Identify significant plant and wildlife habitats and proactively plan for the protection of these before they are involved in a proposed development.
- Educate citizens, local officials, and land developers as to the value of natural resources, the consequences of their destruction, and alternatives for protection.
- Plan according to standards that consider long range benefits or adverse effects of development, not only immediate demands.
- Promote awareness and protection of sensitive steep slopes and ridgelines.
- Encourage the development of multi-use greenways in flood plains and easements to allow for the maintenance of natural open space while accommodating citizens needs for passive recreation opportunities, bicycle networks, and public access to lakes and streams for low intensity recreation.
- Produce periodic evaluations of FEMA 100-year floodplain.
- Actively protect areas containing floodplains and wetlands.
- As an effort to address air quality and reduce the heat island effect, develop policies to protect specimen trees, encourage the preservation of large tree stands/canopies, and promote additional tree plantings.

- Protect watersheds and groundwater recharge areas through land use policies and stormwater management best practices.
- Develop policies and programs to improve water quality of streams that are listed as impaired under TMDL (total maximum daily load) guidelines of the federal Clean Water Act.
- Proactively plan for the preservation of greenspace/open space throughout the county.
- Encourage environmentally friendly housing design to reduce energy consumption and incorporate water conservation practices.
- Encourage cooperation between the local school systems and the Cobb County Historic Preservation Commission in developing programs to educate students about Cobb County's history.
- Offer information and assistance to individuals who may be interested in having their potentially historic property listed on the Cobb County and/or National Registers of Historic Places.
- Act as a resource to developers who need information regarding how to work with a historic property or site.
- Coordinate with Cobb County Communications Office to use their resources to help with historic preservation and natural resource conservation educational efforts.
- Maintain an inventory of properties that may be eligible for the Cobb County and/or National Registers of Historic Places.
- Update, when necessary, the specific design guidelines for properties listed on the local register of historic places and offer assistance to those required to follow the approved guidelines.
- Facilitate the process for the investigation or excavation and curation of archaeological resources to ensure proper and timely data recovery.

Cobb County's transportation system will be a safe and efficient network providing multimodal service to all citizens, and supporting a variety of land uses including significant greenspace, and "live-work-play" communities.

- Continue the development of the transportation planning process that includes procedures to systematically forecast future transportation needs, evaluate alternatives, and identify needed improvements.
- Work with the public, private, non-profit sectors, and local Community Improvement Districts (CID) to provide access to areas not served directly by the transit system.
- Encourage the establishment and use of public-private partnerships for cooperation in the planning, design, and financing of improved transportation facilities and services.
- Use the subdivision and development process as a method of providing transportation improvements needed as a result of development.
- Ensure an adequate, continuing level of public funding for roadway and transit improvements needed to meet increasing demands.
- Promote transportation alternatives such as transit, bicycle facilities, pedestrian infrastructure, car pooling, and other forms of alternative modes of travel.
- Encourage a safe and efficient transportation network for all modes of travel.
- Maximize network efficiency through technological advances.

Cobb is known as a community with low taxes; effective, efficient, and trustworthy government; balanced attitude that supports both businesses and neighborhoods; an outstanding record of public safety that provides exemplary service; strong community pride; generosity of its citizens to those in need; and quality choices for its people.

- Continue efforts to establish a low tax environment in Cobb County and continue the tradition of quality service provision for the community.
- Consider impacts to adjoining residents when making land use and housing decisions in order to protect residential neighborhoods from negative impacts of new residential and non-residential developments.
- Proactively plan for the aging of the county's population by developing programs and ordinances to better integrate these individuals into the community.
- Encourage housing design that is visually compatible with its surroundings.

- To provide law enforcement, fire, and enhanced 911 services in a professional, efficient, and cost effective manner for citizens and visitors to Cobb County.
- Continue to build or relocate public safety facilities in areas with good access to major roadways, public transit routes, and in emerging areas of service demand.
- Analyze delivery issues, public safety trends, and response times for the purpose of overall service improvement and community problem solving.
- Incrementally increase public safety staffing levels in proportion to service demands within the county, and maintain a professional, diverse, and highly trained work force.
- Evaluate future equipment, technology, apparatus, and personnel needs with respect to an ever changing and dynamic community.
- Coordinate with local municipalities, private companies, and non-profit organizations to care for those in need through volunteering and promoting community action.

Cobb supports its citizens and benefits from their service, leadership, and personal accountability. People of all backgrounds, ages, races, cultures, religions, national origins, and genders feel comfortable living and working in Cobb County.

- Increase workforce housing opportunities using incentives, public/private partnerships, and other sources of capital investment.
- Ensure that people who are transportation disadvantaged are included in the transportation planning process and consider facility improvements to meet their needs
- Encourage housing construction in locations that are accessible to services and employment.
- Support equal housing opportunities for all persons.
- Encourage housing design that meets the needs of senior and individuals with disabilities.
- Promote home ownership initiatives as a means to build community support, pride, and expand housing choices for individuals.

All of these outcomes can be attributed to Cobb's way of reaching out to its citizens and businesses, involving them in important decisions and working cooperatively to determine the best overall course of action.

- Encourage diverse citizen participation in transportation and land use planning processes.
- Support cooperation and information sharing with municipal, federal, and state agencies.
- Support education and other programs to conserve and effectively manage water resources.
- Provide for an interface with customers that allows for efficient and cordial transactions for all aspects of county government service provision.
- Pursue cooperative agreements with other public/private organizations for adaptive reuse and joint use of facilities.
- Coordinate service and facility requirements with other public/private organizations that provide similar services to promote equitable partnerships.
- Coordinate with community groups and local school systems to promote art and natural resource education.
- Foster good-will, positive public relations, and public awareness with the citizens of Cobb County through communication, partnerships, community involvement, and community education.